

Claims

Sub
A1

1. A method including steps for

selecting a pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements;

determining a score for one of said content elements in said pool, said score being responsive to a predicted interest by an individual recipient of said one content element to a recipient;

comparing said score with a selected threshold;

choosing whether to distribute said one content element to said individual recipient, in response to said step of comparing.

2. A method as in claim 1, including steps for adjusting said selected threshold in response to said steps for comparing.

3. A method as in claim 1, including steps for adjusting said selected threshold in response to said individual recipient.

4. A method as in claim 1, including steps for

adjusting said selected threshold in response to said steps for comparing;


1 noting a plurality of content elements in said pool, each having an associ-
2 ated score, in response to said steps for adjusting;

3 selecting one of said plurality in response to said scores.

4
5 5. A method as in claim 1, including steps for
6 noting a plurality of content elements in said pool, each having an associ-
7 ated score, in response to said step of comparing;

8 selecting one of said plurality in response to said scores.

9
10 6. A method as in claim 1, wherein a number of said individual recipi-
11 ents is substantially greater than a number of content elements in said pool.

12
13  7. A method as in claim 1, including steps for
14 repeating said steps for determining and steps for comparing, for a plurality
15 of content elements in said pool;

16 selecting one of said plurality in response to said scores.

17
18 8. A method as in claim 7, including steps for adjusting said selected
19 threshold in response to said steps for comparing.

20
21 9. A method as in claim 7, including steps for adjusting said selected
22 threshold in response to said individual recipient.

1
2 10. A method as in claim 7, including steps for
3 adjusting said selected threshold in response to said steps for comparing;
4 noting a plurality of content elements in said pool, each having an associ-
5 ated score, in response to said steps for adjusting;
6 selecting one of said plurality in response to said scores.

7
8 11. A method as in claim 7, including steps for
9 noting a plurality of content elements in said pool, each having an associ-
10 ated score, in response to said step of comparing;
11 selecting one of said plurality in response to said scores.

12
13 Sub
14 A3 12. A method as in claim 7, wherein said steps for selecting are respon-
15 sive to said selected threshold.

16 13. A method as in claim 1, including steps for
17 repeating said steps for determining, steps for comparing, and steps for
18 choosing, until a selected condition.

19
20 14. A method as in claim 13, including steps for adjusting said selected
21 threshold in response to said steps for comparing.

1 15. A method as in claim 13, including steps for adjusting said selected
2 threshold in response to said individual recipient.

3
4 16. A method as in claim 13, including steps for
5 adjusting said selected threshold in response to said steps for comparing;
6 noting a plurality of content elements in said pool, each having an associ-
7 ated score, in response to said steps for adjusting;
8 selecting one of said plurality in response to said scores.

9
10 17. A method as in claim 13, including steps for
11 noting a plurality of content elements in said pool, each having an associ-
12 ated score, in response to said step of comparing;
13 selecting one of said plurality in response to said scores.

14
15 Sub A4 18. A method as in claim 13, wherein said selected condition is respon-
16 sive to a number of times said steps for determining are performed.

17
18 19. A method as in claim 13, wherein said selected condition is that at
19 least one content element in said pool is chosen for distribution.

20
21 Sub A3 20. A method as in claim 1, including steps for selecting a new said
22 pool.

1
2 21. A method as in claim 20, wherein said steps for selecting said new
3 pool include steps for replacing the entire said pool.
4

5 22. A method as in claim 20, wherein said steps for selecting said new
6 pool include steps for

7 selecting an individual content element for addition to said pool;

8 selecting an individual content element for removal from said pool
9

10 *Sub* 23. A method as in claim 20, wherein said steps for selecting said new
11 *Att* pool are responsive to a timer.
12

13 ~~24.~~ A system including
14 a pool of content elements selected from a set of content elements, said pool
15 having a plurality of content elements but less than all of said set of content elements;

16 a score for one of said content elements in said pool, said score being re-
17 sponsive to a predicted interest by an individual recipient of said one content element to a
18 recipient;

19 a result of comparing said score with a selected threshold;

20 a communication path disposed for coupling said one content element to
21 said individual recipient, in response to said result of comparing.
22

09105810-062698

1 25. A system as in claim 24, including an adjusted threshold, said ad-
2 justed threshold being in response to said result of comparing.

3
4 26. A system as in claim 24, including an adjusted threshold, said ad-
5 justed threshold being in response to said individual recipient.

6
7 27. A system as in claim 24, including
8 an adjusted threshold, said adjusted threshold being in response to said re-
9 sult for comparing;
10 a plurality of scores each associated with a content element in said pool;
11 a selected one of said content elements, said selected one being in response
12 to said scores and said adjusted threshold.

13
14 28. A system as in claim 24, wherein a number of said individual recipi-
15 ents is substantially greater than a number of content elements in said pool.

16
17 29. A method as in claim 24, including
18 an adjusted threshold, said adjusted threshold being in response to said re-
19 sult for comparing;
20 a plurality of scores, each associated with a different one of said content
21 elements in said pool;

1 a corresponding set of results of comparing said plurality of scores with said
2 adjusted threshold;

3 a selected one of said content elements, said selected one being responsive
4 to said set of results of comparing.

5
6 30. A system as in claim 24, including a new said pool.

7
8 31. A method as in claim 30, wherein said new pool is responsive to
9 steps for replacing the entire said pool.

10
11 32. A method as in claim 30, wherein said new pool includes an individ-
12 ual content element added to said pool, and excludes an individual content element re-
13 moved from said pool

14
15 33. A method as in claim 20, wherein content elements in said new pool
16 are responsive to a timer.

Sub
A9

Added
A10